

Subject: Parking Signage Press Conference Today: Mayor Garcetti's Schedule 4/3
From: Marcel Porras <marcel.porras@lacity.org>
Date: 04/03/2015 08:26 AM
To: Juan Matute <jmatute@gmail.com>, Barry Weiss <barryweissla@gmail.com>, laparkingfreedom <LAParkingFreedom@gmail.com>, Mott Smith <mott@civicenterprise.com>, Susan Polifronio <susancpt@earthlink.net>, Andrew Thomas <andrew@westwoodvillagedistrict.com>, Noel Fleming <noelhflaming@gmail.com>, Jeffry Carpenter <jeffry.carpenter@gmail.com>, Donald Duckworth <duckworth.donald@gmail.com>, Jeff Liu <mrjeffliu@yahoo.com>, Sherri Franklin <sherri@urbandesigncenter.com>, Jay@saferstreetsla.org, Frank Lopez <flopez@lachamber.com>

FYI -

Take two on sending this email.

The Mayor and Councilman Krekorian will be unveiling a pilot for new parking signage.

This is phase one which will consist of a supplemental sign. Phase two, which received funding through the city's innovation fund, will look to totally replace confusing signage with a new standard. This process will require state approval and will take about a year altogether.

Please know that the dialogue that the working group has sparked about parking reform has contributed to these types of new ideas.

Let me know if you have any questions.

Best,

Marcel

----- Forwarded message -----

From: "Marcel Porras" <marcel.porras@lacity.org>

Date: Apr 3, 2015 7:20 AM

Subject: Fwd: Mayor Garcetti's Schedule 4/3

To: "LA Parking Working Group / Policy & Strategy GG" <laprwg-policy-and-strategy@googlegroups.com>

Cc:

Hello everyone,

I wanted to give everyone a heads up that the Mayor and Councilman Krekorian are announcing the pilot of a new parking information sign today in

downtown LA.

Best,

Marcel

----- Forwarded message -----

From: "Mayor News" <lamayornews@lacity.org>

Date: Apr 2, 2015 5:38 PM

Subject: Mayor Garcetti's Schedule 4/3

To:

Cc:

MAYOR ERIC GARCETTI
City of Los Angeles

Contact: Communications Office, [213-978-0741](tel:213-978-0741)

MAYOR GARCETTI EVENTS FOR FRIDAY, APRIL 3

1:15 PM

Mayor Garcetti will launch the new Parking Sign Pilot Program in Downtown Los Angeles and unveil newly designed, easy-to-read parking signs. L.A. will be the first city in the country to test these innovative grid-style signs meant to reduce the number of parking citations due to drivers misunderstanding signs. Mayor Garcetti will be joined by Councilmember Paul Krekorian, LADOT and the Historic Core Business Improvement District.

Visual: Mayor Garcetti will unveil and install the newly designed sign.

600 South Spring Street
Los Angeles, CA 90014

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